

PROCEEDINGS

OF THE INTERNATIONAL CONFERENCE ON
FOOD SOVEREIGNTY AND SUSTAINABLE AGRICULTURE

**BUILDING OF FOOD SOVEREIGNTY
THROUGH A SUSTAINABLE AGRICULTURE**
**Challenges toward Climate Change and
Global Economic Community**



held in
Jember, East Java, Indonesia
August 01 - 03, 2017

PROCEEDING OF THE INTERNATIONAL CONFERENCE OF FOOD SOVEREIGNTY AND SUSTAINABLE AGRICULTURE (FoSSA 2017) : BUILDING OF FOOD SOVEREIGNTY THROUGH A SUSTAINABLE AGRICULTURE, CHALLENGES TOWARD CLIMATE CHANGE AND GLOBAL ECONOMIC COMMUNITY

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ISBN: 978-602-61803-4-6

First Published in August 2017

- Editor : Wen-Chi Huang, Nobutaka Ito, Nick Rose, Isnaini Julil, Yuli Hariyati,
Mohammad Rondhi, Tri Handoyo, Hari Purnomo, Didik Pudji Restanto,
Layout : Sukron Romadhona, Susan Barbara P. SM, Himmatul Khasanah,
Nurul Pratiwi
Cover Design : Priyo Sugeng Winarto

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STUDY OF VILLAGES MARKET DEVELOPMENT: FOR GENERATING RURAL ECONOMY IN PONOROGO

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Abstract

The scope of research put emphasis on the rural market development program targeting the rural economy as a generator in Ponorogo cross - sectional. This research used a structured survey, direct interviews with the respondents using a questionnaire. Number of Village Market is a total of 47 (forty seven) Market Village which spread over 18 (eighteen) districts. Physical Condition of the Village Market, is associated with a protective roof from the sun or rain, as many as 26 markets (55.32%) are in good condition, a total of 12 markets (25.53%) in the partially damaged and just as much as 9 market (19.15 %) damaged condition. Perception buyer / village communities with the existence of the village market, as many as 70 people purchasers (70%) stated often spending to market, as many as 20 people were buyers (20%) stated quite often shopping to the market and there were 10 buyers (10%) said rarely spending to the village market. Perception merchant with the presence of the village market, as many as 65 traders (65%) stated that his business in the market has good prospects, as many as 30 traders (30%) stated that good business prospects and as many as five dealers (5%) stated that its business prospects less good. The existence of rural markets are still highly needed by the community (the buyer), especially the community around the market, either to meet daily needs, also for sale again or for the production process. Desired institutional traders in the market in Ponorogo, namely the berkelindan with the aspect of togetherness, security and can help financial difficulties (the capital).

Keywords: village market, perception and institutional

BACKGROUND

Indicators of economic growth while maintaining the four strategic issues as reference materials program research team unearthed Java Pos Institute of Pro-Autonomy (JPIP) in the field. The four strategic issues is increasing local revenues and the community, expansion of employment, infrastructure development that supports economic activity, and increased investment. The Government has issued Law No. 32 of 2004, where political and legal position of the village is an integral part of regional autonomy. Building a national economy of the village and rural economic development is the basis of such a policy.

Market demand for people in rural areas is considered very urgent, because the market is recognized for this is the place goes by the economy of society to meet basic needs. The unavailability of rural markets in the district will be difficult for people who will buy or sell merchandise, maybe the people who live in areas with no building rural market will shop or conduct commercial activities will come to other markets outside the district. This is very difficult for people having to travel long

distances, besides that it also will increase the cost of expenditures for transportation costs to the unavailability of the village market.

Village market as a reflection of an agrarian culture is now increasingly driven by economic capital based on industrial production. Indeed, the village market is still standing in many remote villages in Indonesia, but the function and role as a media village market transactions of goods between villages are no longer visible. This also means the loss of a symbol of agrarian culture in the village market. Fragility of rural markets as a symbol of agrarian culture actually caused by government policy.

METHODS

The scope of research put emphasis on the rural market development program targeting the rural economy as a generator in Ponorogo cross - sectional. This research used a structured survey, direct interviews with the respondents using a questionnaire. Primary data was collected both quantitatively and qualitatively (photo) of the socioeconomic situation in the villages in the rural market development program. Whereas secondary data collected from agencies or related agencies (Department of Economy, Trade, Cooperatives, Connecticut and other related agencies in Ponorogo).

Research carried out for 3 months (June 2010 to September 2010). Location of the sampling study in the districts Ponorogo. Each district selected area were taken three village market. Respondents consisted of a group of community based livelihoods (traders) and public consumers (buyers), each sampled group of 100 respondents. Sampling areas of research carried out in stages (multistage sampling). The first stage, selecting sub-districts located in the region Ponorogo. The second stage, choosing the village market located in selected districts.

The scope of research put emphasis on local market development program targets village in Ponorogo in cross-sectional. A survey method is structured, direct interview with the respondents using a questionnaire. Primary data was collected from the social and economic conditions of society in the districts Ponorogo by sampling with data collection, among others:

- 1) Number of Market Village in Ponorogo
- 2) Number of Market District
- 3) Number of Market Villages that have not entered the data base
- 4) Total Villages Markets which operate on certain days
- 5) The physical condition of the Village Market
- 6) Availability of the Office of the Village Market
- 7) Village Market infrastructure

8) The condition of the social culture policy that puts capital as the most important thing. Protection of rural markets should be more comprehensive by considering various aspects, including socio-cultural aspects. This legal protection is the village market place as a major economic base. Village market as the main base is now increasingly driven economy.

Some problems can be formulated in this research activity are:

1. Does the existence of the village market to boost the economy of rural communities?
2. What is the acceleration of rural economic activities, especially through the existence of rural markets are dynamic and affordable for its people?
3. Is access to basic needs and the availability of secondary and rural income improvement towards the achievement of social welfare?
4. Does the existence of rural markets is expected to contribute to revenue (PAD).

The purpose of this study was to obtain information about:

1. Identification of the Village Market in Ponorogo
2. Characteristics of the Seller or trader village in County Market in Ponorogo
3. Consumer Characteristics of the Village Market in Ponorogo
4. Revenue in the consumer family in the Village Market in Ponorogo
5. Motivation Selling at Market Traders Village in Ponorogo
6. Village Market Traders profit level
7. Institutional system of rural economy of the community,
- 9) Increased revenue Market Traders Village

Whereas secondary data collected from agencies / offices involved (County, District, Village). Determination of sample size market traders made using the formula by Emory (1994) with the formulation as follows:

$$n = \frac{N}{N(d) + 1}$$

The data has been collected then tabulated and analyzed both qualitatively and quantitatively. Descriptive analysis techniques in this regard include the presentation of data through tables, graphs, and calculations of central tendency and deviation measurements. As for people's behavior was measured using a Likert scale with a score of 1-5. To answer the second objective used descriptive statistical analysis. To answer the third objective used descriptive analysis and is equipped with multiple linear regression analysis with the following models:

$$Y = b_0 + b_1X_1 + b_2X_2 + b_3X_3 + e$$

Mean:

Y : Revenue Village Market Traders (Rp/month)

X1 : Time to become traders (Year)

X2 : Kinds of commodities

X3 : Gross revenue (Rp/day).

RESULT AND DISCUSSION

The Conditions Under Which to Sell

Interconnection with the presence of a protective roof from the sun or rain, as many as 26 markets (55.32%) are in good condition, a total of 12 markets (25.53%) in partially damaged condition and just as much as 9 markets (19.15%) in condition damaged (Table 1).

Table 1. The condition of the roof protector in place to sell village market in Ponorogo.

The condition of the roof protector selling	Total Market	Percentage (%)
Good	26	55.32
Most Damaged	12	25.53
Damaged	9	19.15
Total	47	100.00

Source: Primary data (2010).

Records obtained from observations in the field suggests that the protective roof condition is very damaged and partially damaged will get worse especially when the rainy season, because most of the roof was leaking and needed repair. This is necessary because in addition sought to beautify the performance market loss-damaged roof also protects the merchant from rain or sun.

Places to Merchandise

Of the total of 47 villages was 100% of the market has provided a facility to place merchandise. However as many as 35 markets, or 74.5% of the overall market presence of abundant wares outside the market area, while the market that do not provide a place for merchandise does not exist (Table 2).

This situation is actually being quite good, but the hope of financial support from the district government, village traders or self-supporting, it would be much better if the merchandise is made more neat and attractive. Another thing that needs attention is the existence of a market (merchandise sold outside the market) in addition to disturbing scene, causing traffic congestion and reduce fixed income for traders in the market.

Village Market capacity

A total of five rural markets (10.7%) the accommodation is adequate, then as many as 15 markets (31.9%), in adequate capacity and a total of 27 markets (57.4%) the accommodation is adequate (Table 3). Taking into account data on a state or condition of the capacity of rural markets in relatively good Ponorogo because 57.4% market adequate its maximum capacity. However, this needs to be considered, namely rural markets that its maximum capacity is adequate or less or even attempted to be improved, so that all traders can be accommodated. Capacity market to the existence of traders is an important note, because the capacity of markets that are less able to cause traders outside the market. This is in addition to revealing the lack of order so causes traffic jam outside the market. On the other hand these conditions can cause a decrease in revenue for traders who are in the market, so would cause unfair competition between traders. Culture and tourism-oriented local

traditional markets are dividing into focused-culture, focused-tourism, and focused-attraction markets for international visitors. A strategy for focused-culture markets connects the market to many cultural resources such as the history of the area, arts and crafts, traditional games, and local customs surrounding the local traditional market; for focused-tourism, the strategy is concerned with the local heritage, tourist attractions, and local products; the strategy for international visitors is linking various goods, services, and contents with foreign visitors (Heung-Ryel, Kim, 2015).

Institutional System in The Rural Economy

Market traders in Ponorogo compose do find whose objective was to obtain benefits and convenience in conducting business in the market. Based on the same goals and interests, then the market traders to form a non-formal and formal association in order to interact among the traders, both in capital assistance activities, maintain ingunity to avoid conflicts between traders, work together and maintain the security market. as for some form of institutional for the merchant market are as follows (Table 4).

Table 2. Facility space for merchandise in village market in Ponorogo

The Facility Merchandise	Total Market	Percentage (%)
Available in the market	47	100
Abundant outside the market	35	74.5
Not available in the market	0	0.00

Source: Primary data (2010).

Table 3. Capacity at the village market Ponorogo

Market Capacity	Total Market	Percentage (%)
Satisfy	27	57.4
Insufficient	15	31.9
Insatisfy	5	10.7
Total	47	100.00

Source: Primary data (2010).

Table 4..Institutional available on the market in Ponorogo

Institutional Name	N Number participants	Presentage of (%)	information
Daily cooperation group	65	65	Non Formal
TradersGroup	100	100	Formal
Monthlycooperationgroup	75	75	Non Formal

Source: Primary data (2010).

Perception Merchant Trading Places Conditions

A total of 85 respondents (85%) stated that the place to sell in good condition, then by 9 merchants (9%) stated that the place to sell in fairly good condition. The rest is 6 respondents (6%) stated that the place to sell in poor condition/less feasible.

Merchant who claimed places to sell in good condition, fairly good and less good/less feasible based on several reasons. These include build in statet here is still a solid loss good roof, but no less robust loos whose property/condition be gandamagedro of began toleak. Losun favorable because the building of bamboo/emergency, many los roof damaged and leaking, the rainy season, muddy roads in the market, so that the necessary improvements to provide places selling decent (Table 5).

Security Conditions in The markets

A total of 65 respondents (65%) stated that during trading at the market situation is declared safe. Other traders as many as 30 people or respondents (30%) said that trading at the market in the region Ponorogo condition reasonably safe and the remaining 5 traders (5%) said less safe (Table 6). The reason traders declared safe as long as they sell have never lost or theft occurred. Safe state is supported by the presence of security officers/guards are financed from the business market trader with self-charge an average of Rp. 500, -/day/ merchant.

Perception Buyer/Consumer

Trading Places Conditions

A total of 75 respondents stated that the facilities where the merchants sell in good condition, then as many as 15 respondents (15%) said the facility is quite good. While stating the facility is less well only 10 respondents (10%) (Table 7).

Table 5. Facilities in the village market place selling in Ponorogo

Facilities places selling	N Number of participants	Presentage (%)
Good	85	85
Good fairly	9	9
Poorly	6	6
Total	100	100.00

Source: Primary data (2010).

Table 6. Security conditions in the District village market Ponorogo

Mark Security Conditions	N Number of participants	Presentage (%)
Safe	65	65
SafeSufficiently	30	30
LessSafe	5	5
Total	100	100.00

Source: Primary data (2010).

Table 7. Facilities in markets where traders sell in Ponorogo

The condition of facilities selling	N Number of participants	Presentage (%)
Good	75	75
Good fairly	10	10
Poorly	15	15
Total	100	100

Source: Primary data (2010).

This indicates that the buyer or the consumer already has a standard regarding their perceptions of comfort and cleanliness of places to shop. So buyers tend to choose or to sell a clean place easily accessible and convenient. Anticipating this, then it is proper authorities both at the district, subdistrict or village concerned and seek to sell a decent place. Because the condition of selling the place a comfortable, clean and not muddy when rain is expected to support the interaction between the buyer with a better trader. In the future implications to improve the sale and purchase transactions so that income traders increases, the consequences for the traders would not mind if the market adjusted levy. Estuary of all activities that occur in the market will increase government revenue which in turn is partially restored to the public in the form of infrastructure improvements that support the existence of the village market. The implications of getting better conditions in rural infrastructure, especially the existence of village roads, district roads and rural markets will accelerate the economy which in turn will increase rural incomes.

CONCLUSION

Number of Village Market is a total of 47 (forty seven) Market Village which spread over 18 (eighteen) districts. Physical Condition of the Village Market, is associated with a protective roof from the sun or rain, as many as 26 markets (55.32%) are in good condition, a total of 12 markets (25.53%) in the partially damaged and just as much as 9 market (19.15 %) damaged condition. Perception buyer / village communities with the existence of the village market, as many as 70 people purchasers (70%) stated often spending to market, as many as 20 people were buyers (20%) stated quite often shopping to the market and there were 10 buyers (10%) said rarely spending to the village market. Perception merchants with the presence of the village market, as many as 65 merchants (65%) stated that his

business in the market has good prospects, as many as 30 merchants (30%) stated that good business prospects and as many as five merchants (5%) stated that its business prospects less good. The existence of rural markets are still highly needed by the community (the buyer), especially the community around the market, either to meet daily needs, also for sale again or for the production process.

The government is expected to create an umbrella law governing the existence, protecting and developing the desired institutional traders in the market village in Ponorogo, especially things with aspects of togetherness, security and can help financial difficulties (the capital) for the merchants in the village market.

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